

2.0 INTRODUCTION

Sedona's Community Plan describes, evaluates, and promotes existing and desired future conditions for our community. The **Sedona Community Plan** was created through a comprehensive community involvement program which looked at and built upon the efforts and visions of the past and states the aspirations for the future. It is a reflection of a broad consensus of opinions consolidated into a framework for managing future growth and development. This document is intended to guide future growth, not to regulate. Zoning regulations are the primary tool used to implement and regulate development, not the Community Plan. However, City Council, Planning and Zoning Commission, and City staff should refer regularly to the Community Plan for guidance in making development decisions or recommendations. Periodically, the Community Plan must be reviewed and amended in order to retain its effectiveness. In 1998, the first update to the Community Plan was completed. In 2002, the Community Plan was again updated in compliance with new legislation ("Growing Smarter").



2.1 COMMUNITY PROFILE

Nestled at the base of red sandstone cliffs, Sedona is a special and unique place. With the awe-inspiring, red rock formations plus the splendor and diversity of Oak Creek Canyon, Sedona is considered a locality equal to or superior to many National Parks. Sedona's 4,500-foot elevation, semi-arid transition between the lower and hotter Sonoran Desert to the south and the higher and colder Colorado Plateau to the north and east, combine to form an ideal climate that attracts many visitors and new residents. But it is the area's incredible beauty that is the real draw for visitors and residents alike. By some estimates, between two and four million visitors come to see Sedona's famous "red rock country" each year.

Sedona was established in 1902 and has evolved from a rural sleepy community into one of Arizona's premier tourism, recreation, resort, retirement and art centers, while maintaining its unique small-town character. Sedona's diversity offers something for everyone, from world-class resorts to small family-run motels, fine dining, outstanding shops and varied art galleries. The scenic beauty and mild climate makes sightseeing, bird watching, hiking, golfing, swimming, horseback riding, and jeep touring year-round activities.

After several earlier unsuccessful attempts, the community was incorporated as a city on January 4, 1988 and assumed zoning authority on July 1, 1988. Environmental protection, community design, self-determination and economic stability were important factors behind the City of Sedona's incorporation. Starting at a community meeting at the Elk's Club in October 1988, when the need for a general plan was first discussed, the community agreed that an effective planning process incorporating a high degree of citizen involvement would be critical to the formation of Sedona's future vision. Thus the process to prepare the Sedona Community Plan and subsequent updates was born.

Sedona city limits encompass an area of 19 square miles, approximately half of which is under the jurisdiction of the U.S. Forest Service. The City is located within two counties: Yavapai and Coconino. There is no property tax levy by the City. Currently the City operates from State shared revenue and other local sources of revenue including sales and bed tax.

Highway access to the Sedona area is via two principal roads: SR 89A and SR 179. They intersect at the "Y" between Uptown and west Sedona. SR 89A, the "Main Street" for both Uptown and west Sedona, connects the Sedona area with SR89 near Prescott, sixty-three miles to the southwest, and Flagstaff, twenty-eight miles north, at the intersection of Interstate 17 and SR 89A. SR 179 connects Sedona to I-17, 12 miles to the south. North-south Interstate 17 connects Phoenix and Flagstaff.

The community's growth during the last decade has brought with it an increasing ratio of families with young children. High property costs, coupled with characteristically low service industry wage scales and other factors force many who spend their working hours in Sedona to live elsewhere in nearby communities.

The residents of Sedona would like to keep the economy healthy, and perhaps, diversify it in environmentally-sensitive ways. They would like to enhance the availability of goods and services that are

oriented to local needs, rather than just those of the visitors. They would like to enhance their abilities to get around town more conveniently and safely. Sedona residents want better educational, cultural and recreational opportunities for themselves and their children. They also desire high quality health care, protection from crime, responsive public safety services, well-maintained roads, properly-controlled drainage and an accommodating City government. Above all else, the residents of Sedona want to maintain their peace and quiet and continue to be able to see the stars at night.

Currently, Sedona residents enjoy the city's natural beauty, its small-town atmosphere, the surrounding National Forest lands, Oak Creek, and a unique historic and cultural heritage. Preserving and maintaining these resources and the City's quality of life has been accomplished largely through the efforts of concerned citizens, staff, and appointed and elected officials. The challenge is to guide our city's growth into the new millennium in such a manner that our children and our children's children may also enjoy the same high quality of life that we enjoy today. The Community Plan is an important tool to assist in the guidance process.

2.2 SUMMARY OF EXISTING CONDITIONS

The following summary covers existing conditions and projections for the following areas:

- \$ Population
- \$ Land Use
- \$ Traffic Circulation
- \$ Economic Base Conditions
- \$ Tourism
- \$ Regional Growth
- \$ Historic Preservation
- \$ Arts and Culture

A more in-depth analysis is provided in the “Existing Conditions Supplement” to the **Sedona Community Plan**.

A. POPULATION

Past and Current Population

Since 1990, the year-round resident population of the City has increased approximately 34.7% from a population of 7,720 in 1990 to a July 2001 population of 10,400 or 3.2% average yearly growth. The total July 2001 population including approximately 912 seasonal residents, was estimated at 11,312.

Projected Population

For the year 2015 a year-round population of 14,484 is projected based on mid-range projections and growth trends experienced from 1990 through 2000. This figure reflects a total 15-year growth (2000 to 2015) of 41.6% or 2.8% average yearly growth. Seasonal population is projected to increase to 1,271 for a total projected population of 15,755 in 2015. It is estimated that Sedona will be completely built out in 2019, with a year-round population of approximately 15,700 and a seasonal population of approximately 1,400 for a total population of about 17,100.

Household Size and Types

From April 1980 to 1990, the average household size in Sedona decreased from 2.11 to 2.02 persons per household. In 2000, this increased slightly to 2.06 persons per household. According to the 1990 US Census, 61.7% of the households in Sedona were family households, while 38.3% were non-family. The 2000 US Census figures show a slight shift in the family and non-family households. It was estimated that the percentage of family households decreased to 58.1% and non-family households increased to 41.9%.

Median Age

In April 1980, the median age of Sedona's population was 55 years of age, 52 years in 1990 and 50 years in 1995 and 2000. The decline in median age is primarily due to a steady increase in the population among the 25 – 54 age group, and a steady decline in the population over 65.

Income Estimates

In 1990, Sedona had a median household income of \$26,366, Arizona - \$27,540, Yavapai County - \$22,060 and Coconino County - \$26,112. In 1998, Arizona's median household income was \$34,268 with Yavapai and Coconino at \$27,379 and \$35,462 respectively. According to the 2000 census, Sedona's median household income was \$44,042 and Arizona's was \$40,558.

School Age Enrollment

The trends population and school age projections in 1990 indicated that there were approximately 735 Sedona children enrolled in school in grades K-8. Actual enrollment numbers for 2001-2002 were 908 students enrolled in grades K-8 and 448 students enrolled in grades 9-12 for a total enrollment of 1,356. This figure is 300 less than was projected. Total charter school enrollment for grades K-12 was 340 students for the 2000-2001 school year.

Retirement Community

The 1988 Special Census of Sedona disclosed that 31.4% of the city's population was 65 or older and an additional 16.6% was 55-64 years of age. In 1990, 31.5% were 65 or older and 14.9% were 55-64 years of age. According to the 1995 Special Census, these percentages decreased to 28.2% and 13.9% respectively. In the 2000 US Census, these percentages were 25.6% and 16.2%.

In 1990, 2,084 Sedona households contained retired individuals comprising an average household size of 1.78 and a median household income of \$36,000. In 1995, there were 1,580 households with one or more persons 65 years of age or older with a median household size of 1.59. In 2000, there were 1,875 households with one or more persons 65 years of age or older with a median household size of 1.39

B. LAND USE

The City of Sedona is completely surrounded by the Coconino National Forest and 5,759 acres or 49% of the land area within the incorporated boundaries of the City is National Forest land.

The Sedona Community Plan was originally adopted with a land use plan that largely reflected the zoning districts inherited from Yavapai and Coconino Counties upon incorporation. Since the adoption of the Community Plan in 1991, rezoning and development approvals have generally been consistent with these land uses. Out of 2,481 residential acres available for development in 1990, approximately 3% (about 78

acres) of the residentially-zoned lands in the City have been rezoned to other uses: 52 acres for parks or public open space, 30 acres for office, commercial and lodging uses, and 6 acres for community facility uses.

Housing

As of 2001, the City of Sedona serves an estimated total of 5,800 households; 5,028 year-round occupied housing units, and 772 vacant and seasonal housing. In 2000, 13.3% of the housing units were vacant, a decline from the 16.8% in 1995. Of this 13.3%, approximately 59% of the vacant housing units are occupied on a seasonal basis. Owner occupied housing units declined from 73.1% in 1995 to 72.5% in 2000.

In July 2001, 71% of the occupied housing stock was single-family detached housing. Mobile homes made up 14.1% of the occupied housing stock and attached residential units consisted of 14.9% of occupied units. About 20% of Sedona's current housing stock was constructed from mid-year 1990 to mid-year 2001. About 27% was constructed from mid-year 1980 to mid-year 1990. About 31% was constructed from 1970 to 1980, and the balance or about 22% was built prior to 1970.

A total of 429 new residential units were completed between July 1, 1997 and July 1, 2001 or 107 per year for the last four years.

Sedona Residential Real Estate Costs

In 1989, the average resale single-family home in Sedona sold for \$152,292; the average townhome/condominium or patio home for \$102,417; and the average mobile home for \$60,531. The average residential lot sold for \$45,208. In 1996 the average resale single-family home in Sedona sold for \$258,484; the average townhome/condominium or patio home for \$133,073 and the average mobile home for \$104,885. The average residential lot sold for \$131,985. In 2001, the average resale single-family home in Sedona sold for \$364,618; the average townhome/condo sold for \$187,028 and the average mobile home for \$126,294. The average residential lot sold for \$168,527.

Existing Land Use

The 1990 and 2001 existing land use patterns in the City are illustrated in Figures 1 and 2. Figure 3 shows the changes in land use and developed parcels from 1990 through 2001. Table 1, Existing Land Use 1990, 1996, and 2001 presents an analysis of the existing land use in Sedona. On July 2001, approximately 72% of the City's land area was developed (excluding National Forest).

Figure 1 – Existing Land Use, August 1990

Figure 2 – Existing Land Use, March 2001

Figure 3 – Changes in Existing Land Use, 1990 - 2001

Table 1 - Existing Land Use (August 1990, November 1996, and July 1, 2001)

Primary Land Use	Developed Lands Total Acres			Undeveloped Lands Total Acres			% of Available Lands Developed ⁴			Total Lands		
	1990	1996	2001	1990	1996	2001	1990	1996	2001	1990	1996	2001
Single-Family Residential very low density (0-1 units/2 acres)	199	254	295	345	210	169	36.6%	54.7%	63.6%	544	464	464
Single-Family Residential low density (1 unit/2 acre - 2 units/acre)	383	402	460	702	568	493	35.3%	41.4%	48.3%	1,085	970	953
Single-Family Residential medium density (2-4 units/acre)	1,065	1,340	1,434	1,325	880	744	44.6%	60.4%	65.8%	2,390	2,220	2,178
Single-Family Residential high density (4-8 units/acre)	79	91	94	39	10	7	66.9%	90.1%	93.1%	118	101	101
Multi-Family Residential (4-12 units/acre)	54	67	77	70	87	76	43.5%	43.5%	50.3%	124	154	153
Mobile Home Parks	54	48	48	0	0	0	100.0%	100.0%	100.0%	54	48	48
General Commercial	175	210	218	207	160	111	45.8%	56.8%	66.3%	382	370	329
Lodging	100	136	154	----	----	32 ⁵	100.0%	100.0%	82.8%	100	136	186
Public/Semi-Public ¹	352	446	509	----	62	17	100.0%	87.8%	96.8%	352	508	526
Parks/Public Open Space ²	61	126	126	0	35	25	----	78.3%	83.4%	61	161	151
Private Open Space ³	75	229	246	0	0	0	100.0%	100.0%	100.0%	75	229	246
SUBTOTAL	2,597	3,349	3,661	2,688	2,012	1,674	49.1%	62.5%	68.6%	5,285	5,361	5,335
National Forest Lands	0	0	0	5,851	5,759	5,759	----	----	0.0%	5,851	5,759	5,759
State Lands	5	5	5	58	14	11	----	0.0%	31.3%	63	19	16
Area in street right-of-way and other small parcels	562	622	651	0	0	0	100.0%	100.0%	100.0%	562	622	651
TOTAL	3,164	3,976	4,317	8,597	7,785	7,444	53.5%	66.2%	71.9%	11,761	11,761	11,761

1 Includes cemetery, airport, schools, KAZM radio station on State Land (5 acres), Chapel of the Holy Cross (10 acres) and USFS Ranger Station on National Forest Land, churches, fire stations, municipal uses.

2 Includes Sugar Loaf property (10 acres), Posse Grounds Community Park, Jordan Park and other park sites.

3 Includes open space within private developments - not available for residential and commercial units.

4 Per existing zoning (does not include National Forest lands).

5 Undeveloped vs. Developed was not calculated prior to 1998 data. Includes undeveloped, approved projects Source: City of Sedona; IS/GIS Division

Residential Land Use

From 1992 through June 2001, residential projects were developed at 64% of the maximum density allowed by current zoning.

As of July 2001, there were approximately 3,900 acres of residential lands and approximately 62% was developed. There are approximately 1,489 acres of undeveloped residential land available, representing 910 acres of vacant, subdivided lots (1,661 lots) and 579 gross acres of un-subdivided vacant lands. The un-subdivided area can accommodate 1,316 additional residential units if developed at 64% of the allowable density (based on current trends) for a total of 2,977 additional housing units.

Based on current zoning, approximately 464 acres are designated single-family very low density, 953 acres low density, 2,178 acres medium density, and 101 acres high density. Multi-family consists of approximately 153 acres. Mobile home parks occupy approximately 48 acres. Since the June 1998 re-adoption of the Community Plan there has been a net reduction of 117 potential residential units.

Residential Land Use Projections

Residential land use forecasts are computed by calculating the number of households required to accommodate the future population and the development densities in the existing residential zoning classifications. The average number of persons per household in Sedona is assumed to be 2.05 (resident) and 2.0 (non-resident) through the year 2015.

For the Sedona Community Plan, a target year of 2015 total population of 15,755 (14,484 resident and 1,271 seasonal) is utilized (mid-range forecast). Using this mid-range forecast of population growth, the City would grow by approximately 1,543 persons (both seasonal and residents) and 798 dwelling units every five years. In the five-year period, from 1997 through 2001, less than 505 housing units were built. An estimate of the total acreage and number of units required to accommodate the projected population was calculated based on mid-range forecasts.

Using the Community Plan's mid-range population forecasts for 2015, approximately 8,096 total housing units are projected by that year. Based on the estimated 5,800 total existing housing units and the 2,977 potential additional units available July 1, 2001, there are 8,777 total potential housing units in the City when the residential land base is built out. In the year 2015, the residential land area would be approximately 92 percent built out based on these forecasts.

Based on current densities, zoning and recent development trends, Sedona's private land base can support a total population of approximately 17,071 (15,691 year-round and 1,380 seasonal), including 8,777 housing units on approximately 3,900 acres of residential land.

Commercial Land Use

In July 2001, the commercial land base (including lodging uses), totaled 515 acres. Since the re-adoption of the Community Plan on June 8, 1998, there has been a net gain of 6.2 commercial and lodging acres based on the zoning that existed on that date. However, less than one acre of commercial and lodging has been added since August 1998.

In 1990, approximately 57% of the commercially zoned land was developed and 36 % of the developed commercially zoned land was in lodging uses. At the end of 1996, approximately 68% of the commercially zoned land was developed and 39% was in lodging uses. In July 2001, approximately 72% of the land designated as commercial was developed and 41% was lodging uses.

Since 1998, the number of hotel and bed and breakfast units constructed has increased by 3% and timeshare units by 19%.

There were approximately 1,802 total lodging units within the City (not including 84 RV spaces) as of July 2001. An additional 668 units have received approval, but were not yet built, totaling approximately 2,470 units. (see *Land Use Element* for additional analysis regarding timeshare lockouts).

Table 2
Lodging Units – City of Sedona (1990 – July 2001)

	Total Units 1990	New Units 1990-1996	Total Units 1996	Percent Increase 1990- 1996	New units 1996 – July 2001	Total Units July 2001 ³	Percent Increase 1996-2001	New Units Future (approved, undeveloped)	Total Units Future (including approved undeveloped)	Percent Increase (from July 2001)
Hotel/Motel/Resort/ Bed & Breakfast	997	+279	1,276	28%	+34	1,310	3%	+192	1,502	15%
Timeshares	68	+345	413	507%	+79	492 ¹	19%	+476 ²	968	97%
TOTAL	1,065	+624	1,689	59%	+113	1,802	7%	+668	2,470	37%
RV Parks	93	-9	84	-10%	0	84	0	-45	39	-54%
TOTAL	1,158	+615	1,773	53%	+113	1,886	6%	+623	2,509	33%

1 159 units have lockout suites.

2 254 units have lockout suites and 195 units have double lockout suites

3 Includes lodging units built or under construction.

Open Space/National Forest

Within the incorporated boundaries of Sedona, approximately 5,759 acres (49%) are Coconino National Forest lands (i.e. federal public lands). The community is also surrounded by Coconino National Forest lands. All these lands provide open space characteristics and add natural and cultural features and values to the community. Accordingly, the community has and will continue to work closely with the U.S. Forest Service in developing and applying policies and strategies needed to protect and enhance these inherent values both inside and outside the incorporated boundary.

This cooperation and coordination has proven important to the community's interests. In 1990, 92 acres of National Forest were exchanged/purchased in behalf of the community to provide lands for Red Rock High School and the Sedona Cultural Park. In 1998, following an extensive and effective community-based collaborative planning process, the Forest Service issued a Forest Plan Amendment (Amendment 12) that placed emphasis (established policy) on acquiring high priority lands in the Sedona area instead of conveying National Forest lands within or around Sedona for land outside the area. This greatly reduced the potential for national Forest lands in and around the community being lost. Community members became proactive in this acquisition process, bringing literally millions of dollars to bear on the issue to enable the direct purchase of valuable National Forest in-holdings. In addition, the City itself has used a combination of land exchange and purchase authorities to facilitate the acquisition of property needed for wastewater management and additional National Forest in-holdings acquisition. (see *Regional Coordination and Open Space Elements*).

Other Open Space Lands

Prior to the adoption of the Sedona Community Plan, the City purchased property for the purpose of open space preservation and park development. At that time, the City owned three parcels of land, the Posse Grounds Park (previously State Trust lands), a parcel known as Sugarloaf Mountain (provides access to National Forest lands), and a parcel known as the Jordan Homestead (currently the Jordan Historic Park).

Since the adoption of the Community Plan in 1991, the City has added five more parcels:

- \$ Sunset Park - Originally part of the Nepenthe Planned Development
- \$ Jordan Park Ridge - Open space land acquired from the Jordan Special Improvement District in conjunction with the Jordan Park Ridge Development
- \$ Jameson Park - A commercial pocket park converted from the re-alignment of the Northview intersection
- \$ Arroyo Pinion - Land at the corner of Arroyo Pinion resulting from the intersection re-alignment
- \$ Land adjacent to Kachina subdivision on Dry Creek Road, resulting from the Dry Creek Road re-alignment

Private property owners also re-zoned 1.4 acres of commercial and residential lands to open space in 1997.

C. TRAFFIC CIRCULATION

The existing street system in Sedona is characterized by a combination of state highways and local roadways. As the City's only true arterial roadways, SR 89A and 179 bear the burden of nearly all local trips as well as the visitor traffic. The existing street system within the City limits includes approximately 150 miles of roadway; roughly 34 miles of private streets, 88 miles of public streets, 23 miles of ADOT State Routes 89A and SR 179, 1 mile of county owned streets and 2 miles of US Forest Service roadways.

According to the original traffic model (1991), the highest traffic volumes were on SR 89A and Coffeepot Drive/Sunset Drive. The 24-hour traffic volume for both directions of travel (combined) was 24,400 vehicles per day. SR 179 carried a 24-hour volume of 13,500 vehicles per day near the SR 89A and "Y" intersection. In 2000 and 2001 these segments carried 32,200 and 20,400 vehicles per day respectively. This represents 32% and 51% increases, respectively over an 11-12 year period.

On SR 89A, the internal traffic volumes within west Sedona are as much as 62% higher than those at the western City limits and 76% higher than the eastern City limits. On SR 179 at the "Y", traffic volumes are 32% higher than those at the southern City limits. The highest volume local roadways are Sunset Drive, Dry Creek Road, Coffeepot Drive and Shelby Drive and Soldier Pass Road. Although there is no doubt that visitor traffic is a contributing factor to the overall traffic load, in 1995, it comprised only 20% of the SR 89A traffic and 46% of the SR 179 traffic.

Traffic Volume Projections

On SR 89A, by 2018, traffic volumes are expected to increase from 53% to 64% in west Sedona and by 119-145% in Uptown.

On SR 179, by 2018, traffic volumes are expected to increase by 38% at the "Y" and 86% at the City limits.

**Verde Valley Regional Transportation Study Update (Lima And Associates – July 1999)*

D. ECONOMIC BASE CONDITIONS

Employment Characteristics

In mid-year 1990, there were 5,460 public and private sector jobs in the City of Sedona. However, based on data from the 1990 Sedona Resident Survey, only 40.5% of these jobs (2,211 jobs) were held by Sedona residents and 59.5% (3,249 jobs) were held by individuals who reside outside the City. Moreover, of the 3,195 employed Sedona residents, it was estimated that 984 (30.8%) work outside of Sedona. In 1997, it was estimated that there were 7,226 private sector jobs in the City.

Unemployment in Sedona

The Sedona unemployment rate steadily declined from 5.3% in 1980 to 1.8% in 1999. In 2000, unemployment was 2.8%. The unemployment rate for Arizona in 2000 was 6.5%.

Employment by Industry

Approximately 72% of private sector employment in Sedona is in retail trade and services which includes lodging industry jobs. As of November 1997, private sector businesses in retail trade and services increased to 79%. The next two largest industries in terms of employment are finance, insurance and real estate (FIRE) and construction. FIRE employment in the City was just over 12% for 1990 and approximately 11.6% for 1997. Construction employment increased from 8.5% in 1990 to 11% in 1997. Estimated figures were not available for wholesale trade and agricultural services for 1997.

In 1990, there were 320 service businesses in Sedona with 1,495 employees representing just over 28% of all private employment. Approximately 47% of the service industry employment (representing 700 employees) is in the lodging industry. There were 883 service businesses in Sedona as of November 1997.

City of Sedona Revenues

The local privilege tax (sales tax) is the City's largest source of revenue and is obtained from the 3 percent tax on retail and other sales excluding food. The sales tax has three major uses:

- \$ General City operations are funded with one percent of the tax
- \$ Capital improvements are funded with ½ percent of the tax
- \$ Wastewater debt is paid with the remaining 1 ½ percent.

The bed tax is the City's second largest source of revenue and is obtained from the 3 percent tax on lodging. General City operations are funded by this tax. The following table illustrates the city sales and bed tax revenues collected yearly.

Table 3
City Sales and Bed Tax Revenues Collected

	<u>Bed Tax</u>	<u>City Sales Tax*</u>
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FY 1994-95		\$2,230,967.56
FY 1995-96	\$904,228.77	\$2,356,221.74
FY 1996-97	\$1,168,002.86	\$2,503,412.89
FY 1997-98	\$1,301,672.27	\$2,604,905.02
FY 1998-99	\$1,370,978.18	\$2,582,621.08
FY 1999-00	\$1,334,790.36	\$2,961,193.10
FY 2000-01	\$1,418,521.51	\$2,967,628.06

**Represents 1/3 of the three percent sales tax collected for funding general City operations*

The City also uses revenues raised from franchise fees to fund street maintenance, drainage and other infrastructure maintenance. The franchise fee is levied on the gross revenues received by Citizens Utility (2%), Arizona Public Services (2%), Sedona Cablevision (5%), Arizona Water Company (3%) and Oak Creek Water Company (3%).

State-shared revenue sources include the state sales tax and income tax collection, which is shared with cities and towns, based upon population. The formula for distributing these taxes is based on the relation of the City's population to the total state population. The State Department of Revenue collects, distribute funds, and provides revenue forecasts to cities and towns for these revenue sources.

E. TOURISM

Sedona's scenic red rocks and mild climate will continue to attract tourists year-round. Estimates of 2– 4 million (or more) visitors per year have been provided, however, there is currently no accurate method to provide numbers of actual visitors to the Sedona area. Partial data could be obtained through lodging information, however, many visitors are day-visitors and do not stay overnight in Sedona.

Economically, as well as socially, tourism provides numerous positive benefits to the Sedona community. For a town of its size, Sedona has a higher than normal amount of diverse businesses and services available to residents as well as visitors. Sales and bed taxes generated by visitor expenditures help contribute to City revenues. Visitor spending provides income for businesses and more job opportunities are available within the community.

Tourist visits vary considerably in their purpose, length of stay and economic impact. Some day-visitors drive through the Sedona area, stop and visit for a minimal time, if at all, and then drive on. Other day-visitors spend several hours in the area, visit several area attractions, eat one or more meals and make

additional retail purchases before leaving. However, the tourist who makes the greatest economic impact is the “destination tourist” who stays in the Sedona area for one or more nights, eats several meals in the area and makes more and larger retail purchases than the day-visitors. The Sedona Chamber of Commerce, recognizing the disparate impact of the destination tourist, aims most of its marketing and promotional efforts at destination visitors.

Over the past few years, several surveys have been conducted which have provided information on different types of tourists visiting the Sedona area, their frequency, their economic impact, satisfaction with stay, etc.

Visitor Residence

In 1995, out-of-state visitors accounted for approximately 48-63% of the visitors, with approximately 22-23% visiting from California. In-state visitors made up between 37-52% of the 1995 visitors with approximately 63-80% from the Phoenix metro area alone.

Party Size

In 1990, the average size of overnight parties was 2.7 persons and 3.04 for day-visitor parties. In 1992, the average size of a travel party was two adults and 11% of those polled traveled with children. In 1995, the average number of adults per party was 3.6. Thirty-two percent of summer visitor parties included children, while only 19% of winter visitors included children. The average number of children per party was 2.

Length of Stay of Day Trip Visitors

In a 1992 survey, of the visitors who did not spend the night in the Sedona area, approximately 17.2% spent one to two hours in Sedona, 36.9% spent three to four hours, 27.9% spent five to six hours, 12.3% spent seven to eight hours and 5.7% spent longer than eight hours.

Sedona Visitor Compared to U.S. Visitors

Numerous differences are found when a 1995 survey data is compared with data for general U.S. visitors. The age of the average Sedona visitor is older. Thirty-six percent of Sedona visitors are 55 and older, compared to 20% of the general U.S. visitor. The Sedona visitors tend to hold more managerial/professional-type jobs (51%) compared to the U.S. sample of 32%. Sedona visitors tend to be wealthier than the average U.S. visitor

Seasonality in the Sedona Lodging Industry

Based on lodging receipts in 2000, sales tax collection data indicated April, May, June, July, October and November as the peak or high-season months and August, September and December as the shoulder-season months. The off-season months, January, February, and March remained consistent with previous years.

Hotel/Motel Occupancy and Length of Stay

Occupancy – The average occupancy rate reported by surveyed lodging proprietors in the 1990 Sedona Hospitality Industry Survey was 77.5% through the first quarter of 1990, 76.6% in 1989 and 75.2% in 1988. The Chamber of Commerce estimated a 77% occupancy rate average for 1997 and 75-76% for 2000.

The 1995 data indicates that 54% of visitors surveyed spent more than one day in Sedona. The average stay for the overnight visitor was 3.7 nights. Summer visitors tended to stay slightly longer (4.3 nights), while winter visitors stayed somewhat shorter (3.2 nights).

Among overnight visitors in 1995, 46% reported staying at a hotel/motel, 16% at a resort, 10% stayed at a USFS campground, 7% stayed with friends or family, 6% stayed at a bed and breakfast, 6% at a timeshare/condominium, 5% stayed at a recreational vehicle park, and 6% stayed in other types of accommodations.

Total Taxable Visitor Expenditures

In 1989, taxable visitor retail, lodging and service industry expenditures in Sedona were between \$64.4 and \$68.4 million representing over 67% of all taxable expenditures in these categories. In 1996, taxable visitor retail, lodging and service industry expenditures were between \$138.2 and \$152.3 million, representing over 60% of all taxable expenditures in these categories.

F. REGIONAL GROWTH

Private lands in the Sedona area extend well beyond the Sedona city limits and although they are almost exclusively separated from private lands within the City by National Forest, the combined population and influence on the City is significant.

The immediate greater Sedona area includes:

- \$ Village of Oak Creek (Big Park) – located two miles south of Sedona on SR 179 (Big Park Community Planning Area – Yavapai County)
- \$ Red Rock Loop area – located about one to two miles south of SR 89A on Upper and Lower Red Rock Loop Road along or near Oak Creek (Red Rock/Dry Creek Community Planning Area – Yavapai County)
- \$ Dry Creek area – located one to two miles west on SR 89A and northwest on Dry Creek Road (Red Rock/Dry Creek Community Planning Area – Yavapai County)
- \$ Oak Creek Canyon – located northeast of Sedona along Oak Creek and SR 89A (Oak Creek Canyon Plan – Coconino County)

In 1997, the combined population of these areas was estimated to be over 5,500 residents for a combined Sedona area population of over 15,000. In 2000, this population increased to about 6,800 residents for a combined Sedona area population of over 17,000. The Village of Oak Creek (VOC) is the most significant influence on the City of Sedona with a 2000 year-round population of over 5,245 residents.

The VOC is significant in several ways. Residents commute and shop within the City and comprise ten percent of the total traffic on SR 89A and thirty-seven percent of the total traffic on SR 179 within the City (1996 Sedona Origin-Destination Study – CH2Mhill). In addition, the VOC serves as the “gateway” to the Sedona area from Interstate 17 to the south and has experienced some very significant growth in lodging as a result. This area is under the jurisdiction of Yavapai County and unlike the City of Sedona, has no design review over commercial projects.

Another significant resort and golf course project was also approved by Yavapai County in Long Canyon off of Dry Creek Road northwest of the City. This new project coupled with the nearby existing Enchantment Resort, and its expansion, in Boynton Canyon have the potential to increase traffic on Dry Creek Road within the City.

Another major regional influence on the City of Sedona is the greater Cottonwood/ Clarkdale area with a combined 2000 population of over 23,000 residents. Due to the high cost of housing, many of the people who work in Sedona live in the Cottonwood area and commute daily into the City. In fact, eleven percent of the total traffic on SR 89A within the City is comprised of Cottonwood area residents.

The following tables depict population growth and average yearly growth for Verde Valley communities since 1980.

Table 4
Verde Valley Population (Past and Current)

	<u>1980</u>	<u>1990</u>	<u>2000</u>
Sedona	5,481	7,720	10,192
Oak Creek Canyon	not available	292	330 ²
Cottonwood	4,550	5,918	9,179
Verde Village	4,040	7,037	10,610
Clarkdale	1,512	2,144	3,422
Jerome	420	403	329
Cornville	996	2,089	3,335
Camp Verde	3,824	6,243	9,451
Lake Montezuma/Rim Rock	1,317	1,841	3,344
Village of Oak Creek	1,049	3,024	5,245
Yavapai Apache Nation	76	176	743
Census District Remainder (CCD) ¹	721	1,886	4,370 ²
TOTALS	23,986	38,773	60,550

SOURCE: 1980, 1990, and 2000 US Census; Sunregion Associates

- 1 Might include Red Rock/Dry Creek area, Bridgeport, and other Verde Valley areas. The Red Rock/Dry Creek Area Community Plan (March 1992) indicated that less than 1,000 residents lived in the Red Rock, Dry Creek area. Using a 3% per year growth factor, the 2000 population would be over 1,200*
- 2 1997 – 2050 Sub-County Population Projections (May 1997, DES)*

Table 5
Comparison of Average Yearly Growth - Other Areas

	1980 – 1990		1990 - 2000	
	Average Yearly Growth	Total Growth¹	Average Yearly Growth	Total Growth
Arizona	3.5%	35%	3.9%	39%
Yavapai County	5.9%	59%	5.4%	54%
Coconino County	2.9%	29%	2.0%	20%
Sedona	4.1%	41%	3.2%	32%
Village of Oak Creek	18.8%	188%	7.3%	73%
Cottonwood/Verde Village	5.1%	51%	5.3%	53%
Clarkdale	4.2%	42%	6.0%	60%
Camp Verde	6.3%	63%	5.1%	51%
Lake Montezuma/Rim Rock	4.0%	40%	8.2%	82%
Cornville	11.0%	110%	6.0%	60%

1 Rounded

G. COMMUNITY FACILITIES AND SERVICES

Sedona Fire District

The Sedona Fire District is organized as a “Special District” governed by a 5-member elected Board of Directors, who appoints a Fire Chief to manage all District functions. The Sedona Fire District is an all-risk agency that provides fire suppression, rescue, hazardous materials, and emergency medical services for an area encompassing 127 square miles including, the City of Sedona, the Village of Oak Creek, and Oak Creek Canyon.

Coconino County Sheriff

The Coconino County Sheriff Department provides jurisdiction over the unincorporated area of Coconino County. One officer patrols the region between the City of Sedona and Flagstaff.

Yavapai County Sheriff

The Yavapai County Sheriff Department provides jurisdiction over the unincorporated area of Yavapai County. The Department operates a small satellite facility in the Village of Oak Creek.

Arizona Department of Public Safety (DPS)

DPS provides jurisdiction over all designated highways (i.e. SR 89A, SR 179) within both the incorporated limits and outside of Sedona.

Municipal Facilities

The main city offices (City Hall) comprise approximately 24,000 square feet of space in an office complex on Roadrunner Drive. The facility includes City Council Chambers, Magistrate Court, City Clerk, Community Services, City Manager, City Attorney, Public Works, Community Development, Police, Arts and Culture, and Wastewater. The offices for Wastewater Plant Operations are located four miles to the west at the treatment plant and the Parks and Recreation operational office is located at the Posse Grounds Community Park.

Sedona Public Library

The Library is located on White Bear Road west of Dry Creek Road in west Sedona, approximately 0.5 miles north of SR 89A. The 23,000 square foot facility is sited on an approximate 4.4-acre parcel and includes a full compliment of compatible activity spaces for users of all ages.

Sedona-Oak Creek School District

The existing public educational facilities within the City now include the West Sedona School and the Sedona Red Rock High School, which was built in 1994 at the intersection of SR 89A and Upper Red Rock Loop Road. The Sedona elementary school on Brewer Road has been converted to district administrative offices and a new elementary school (Big Park) was built just south of Verde Valley School Road on Saddlehorn Court in the Village of Oak Creek.

Sedona Montessori School

The Sedona Montessori School located in west Sedona provides preschool educational opportunities, including a kindergarten curriculum for children three through six years in age.

Sedona Charter School

The Sedona Charter School, under contract with the State, currently offers educational opportunities for kindergarten through 8th grades. The school facilities are located in west Sedona.

Terra Rosa Charter School

Terra Rosa Charter School (TRCS) opened August 18, 1997, to 96 students in grades kindergarten, first, second and a third/fourth combination class. Each following year, TRCS anticipates adding an additional grade until it becomes a fully operating kindergarten through eighth grade elementary school. Currently, TRCS is located on Birch Boulevard and on SR 89A in west Sedona.

Other Educational Opportunities

The Yavapai College Sedona campus opened In June 2000 at the Sedona Cultural Park. The 20,000 sq. ft. facility has two independent instructional wings providing six classrooms and conference space.

Sedona Medical Center

Dedicated on June 17, 1995, the Sedona Medical Center (SMC) sits on a 35-acre site in west Sedona and offers a wide range of health care services for both residents and visitors.

Sedona-Oak Creek Airport

The Sedona-Oak Creek Airport is located on Table Top Mountain, approximately one mile southwest of SR 89A at the termination of Airport Road and is approximately 400 feet above the City. The land for the airport was acquired by Yavapai County on October 31, 1956, from the US Forest Service, but is now leased by Yavapai County to the Sedona-Oak Creek Airport Administration. Over the years, the Airport Administration has added substantial improvements, including increased runway length (5,130 feet), hangers (79), tie-down spaces (86) and a 4,600 square foot terminal.

The Sedona Airport Master Plan and Airport Administration estimates that the number of annual aircraft operations was about 26,000 in 1992 and approximately 50,000 in 2001 for an overall increase of 92 percent. One operation consists of either a take-off or a landing. Thus, 50,000 operations is equivalent to 25,000 flights.

Forest Service Facilities

The existing Sedona Ranger Station for the Coconino National Forest is located on an approximate 21-acre parcel at 250 Brewer Road. The Forest Service is currently in the process of identifying viable options to relocate its administrative offices. One potential option includes combining facilities with other local Forest Service offices.

Adult Community Center

The Adult Community Center of Sedona (ACCS) is located on Melody Lane in the Harmony Hills subdivision in west Sedona. The center is a non-profit organization providing social service and recreation programs with a special emphasis on the senior population of Sedona.

Water Distribution System

The City receives its entire water supply from the underground aquifer. At the present time, two private water companies, the Arizona Water Company, and the Oak Creek Water Company are certified to provide water service within the City. The Arizona Water Company service area includes most of Sedona and some customers in the Village of Oak Creek. The Oak Creek Water Company serves the “Grasshopper Flats” area of West Sedona and numerous commercial accounts. Some landowners privately operate their own wells.

Wastewater Collection and Treatment

Historically, Sedona's wastewater has been disposed of primarily in septic systems, both individual systems and subdivision systems which use common leach fields. In addition, some subdivisions operated small-scale wastewater treatment plants.

The City is committed to a central sewer system. The goal of a centralized sewer system is to protect the environment, the underground water aquifer, and Oak Creek. Work on a centralized wastewater collection and treatment system began in the early 1990's. All new development is required to design and construct a sewer system to connect to the City's sewer system. Expansion of the wastewater treatment plant from one million gallons per day to two million gallons per. day. and was completed in January 2001.

Natural Gas Service

Natural gas service is provided in certain areas of Sedona by Citizens Utilities Company.

Electric Service

Electric service is provided by Arizona Public Service (APS) Company through both above ground and underground lines.

Telephone Service

Telephone service is provided by U.S. West Communications through both above ground and underground lines. Cell towers have been located on Airport Mesa and on Schnebly Hill atop the Mogollon Rim east of the City.

Solid Waste Disposal

Local private companies provide curbside collection service with refuse transported to a new privately owned and operated facility near Dewey, outside the Verde Valley.

Recycling

Sedona has several drop-off recycling opportunities offered by various community organizations. The largest facility is operated by Sedona Recycles, Inc., a non-profit organization established in 1989.

H. PARKS, RECREATION AND TRAILS

Parks

Between 1988 and 1991, the City purchased a portion of the Posse Grounds, the Jordan Homestead property, and the Sugarloaf property. Since the adoption of the Sedona Community Plan, the City has taken bold steps in the development of a comprehensive outdoor parks and recreation system by purchasing or accepting donation of the Sunset Park (Nepenthe), open space land from Jordan Special Improvement District, land at the corner of Northview Road and SR 89A, land at the corner of Arroyo Pinion Drive and SR 89A, and land adjacent to Kachina subdivision on Dry Creek Road.

Development and use of these properties have resulted in the development of the Posse Grounds Park, the Sunset Park, development of land at the corner of Northview and Mountain Shadows by the Arts and Culture Department into the Jack Jamesen Memorial Park, development of land at the corner of Arroyo Pinion and Dry Creek Road into a botanical garden, development of the Jordan Historical Park, and construction of the Greyback pocket park on land located adjacent to Kachina subdivision on Dry Creek Road.

Recreation

Programming is an important component of recreation. Since incorporation, the City has grown tremendously in this area. The City currently offers the following programs; adult volleyball leagues, art classes, karate classes, tennis lessons, community health and safety (i.e. CPR training), a full swimming program which includes lessons, aquasize classes, special water events like Splish'n Splash, and Pumpkin Patch, Special Olympics, concerts at sunset, service, employment training program (S.E.T.), babysitting certification class, flag football, adult softball.

Non-profit volunteer organizations offering recreation programs include the Sedona Community Center, Inc., which provides T-Ball, Little League, Babe Ruth and Girls and Adult Softball, and the American Youth Soccer Association and American Youth Soccer Organization which offer soccer opportunities for the region.

Pedestrian/Bicycle Pathways

In March 1996, City Council adopted the City's Trails and Urban Pathways Plan. The plan consists of two components, trails and urban pathways. The trails component provides for direct access to and through Coconino National Forest lands and encircles the City. The urban pathways component consists of projected bicycle and pedestrian routes that will help move people through the City to commercial and public facilities.

Significant progress has been made in implementing the trails component of the plan. Its primary feature, the encircling loop, has been completely delineated in the form of pre-existing trail segments plus scouted connecting links to fill in the gaps. While this loop must be considered provisional for now, its ultimate official status awaits only segment-by-segment analysis by the Forest Service as required by the National Environmental Policy Act (NEPA).

I. HISTORIC PRESERVATION

One of the recommendations of the original adopted Community Plan was the establishment of a Historic Preservation Commission and Ordinance. The Commission has landmarked the following sites as historic – the Jordan House, Jordan Packing House, Jordan Shed, Saddle Rock Ranch (B&B), George Jordan Sales Building, Gassaway House, Farley Cabins (2 buildings), Sedona Ranger Station (House and Barn), and the Delia Hart Pump House. The Commission has identified a number of future potential historic landmarks.

J. ARTS AND CULTURE

Commercial galleries are an important contributor to the community's cultural tourism economy. Once focused on southwest and cowboy art, Sedona's galleries in recent years have greatly diversified. The art impact to date has been to attract high-end visitors.

The Sedona Arts Center offers visual arts exhibitions featuring local and visiting artists, visual and performing art classes for all ages, a gallery shop and an annual Sculpture Walk.

Chamber Music Sedona brings world-class musicians to Sedona for an eight-concert winter series, chamber music weekends, and an annual weeklong festival in addition to sponsoring arts education through the Sedona Youth Orchestra in school performances and a piano/violin competition for young musicians.

Sedona Jazz on the Rocks presents an annual Jazz on the Rocks three-day festival and music education through the Jazz on the Rocks Youth Band. Sedona Cultural Park, which opened in 2000, has completed two seasons of performances at the new outdoor amphitheater and sponsors the annual three-day Sedona Film Festival and Sedona Film Workshop. Other arts and cultural resources include the Sedona Arts Festival, Shakespeare Sedona Canyon Moon Theater, Sedona-Flagstaff Symphony League, and more.

In November 1988, the City Council established the Arts and Culture Commission to actively promote arts and culture in Sedona. Recently the City adopted a Percent for Arts Ordinance and the Art in Public Places procedures.